



Integrated Marketing Communications (B.A.) Student Learning Outcomes

1. **The Profession:** Understand the role of the marketing and public relations professional within an organization.
2. **Analysis:** Understand the role of the consumer and be able to research and identify a target audience for a business, product or service.
3. **Communication:** Develop effective written and visual marketing and communication strategies to reach that target audience.
4. **Financial:** Understand the financial implications of various marketing and public relations strategies.
5. **Legal Aspects:** Understand the legal and ethical limits of communicating with the public.
6. **Application:** Apply public relations, social media and marketing techniques to develop an effective integrated campaign to promote a business, product or service.